



BOARD OF DIRECTORS MEETING

Tuesday, November 9, 2004

4:00-6:00 PM

AGENDA

- I. INTRODUCTION AND WELCOME
- II. APPROVAL OF THE MINUTES OF THE AUGUST 19, 2004 BOARD OF DIRECTORS MEETING
- III. CHAIRMAN'S REPORT
 - A. Re-Appointment of Existing Board Members
 - B. Haiti/ Dominican Republic Relief Mission
- IV. STANDING COMMITTEE REPORTS
- V. EXECUTIVE DIRECTOR'S REPORT
 - A. 2004-2005 Departmental Budget – Additional Funding
 - B. Missions
 - 1. Report on September 2004 Airport Briefing in Spain and trip to Tenerife
 - 2. Report on DICC/ Sister Cities Mission to Dominican Republic
 - 3. Trader-Maker Program
 - 4. Carlos Castillo EOC Future Relief Efforts Coordination
- VI. OTHER BUSINESS
- VII. GOOD OF THE ORDER – ROUND TABLE DISCUSSIONS
- VIII. ADJOURNMENT



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**II. APPROVAL OF THE MINUTES OF THE
AUGUST 19, 2004 ITC BOARD OF DIRECTORS
MEETING**

The Jay Malina International Trade Consortium
Board of Directors Meeting
Thursday, August 19, 2004
Miami International Airport Hotel Conference C-D, Miami, FL

Members Present:

Commissioner Jose "Pepe" Diaz	Angela Gittens	Bill Rammos
John Abisch	Wilfredo Gort	Chief Sandrell Rivers
Capt. William Alexander	Jill Klaskin Press	Lee Sandler
Miguel Amion	Walter Loy	Jana Sigars-Malina
Rafael Diaz-Balart	Manny Mencia	Dwayne Wynn
Ray Flores	David Pena	Rick Zelman

ITC Staff Present:

Manny Gonzalez	Cornelius Herelle
Desmond Alufohai	Annette Molina
Clarence Bird	Jimmy Nares
Jeannette Dominguez	Mayda Rescendi

Guests Present:

Bill Anderson	Maria Masvidal-Visser	Miguel Southwell
Patricia Arias	Anthony Okonmah	Stephen Stieglitz
Robert Cruz	Sandra Opegui	Antonio Villamil
Pamela Fuertes	Mario Sacasa	Sarah Wu
Maria Lievano Cruz	Khalid Salahuddin	

The Vice-Chairman of the International Trade Consortium, Mr. Gilbert Lee Sandler, called the meeting to order at 4:25pm. Vice Chairman Sandler welcomed those present and asked them to introduce themselves.

Vice-Chairman Sandler asked the Executive Director, Mr. Manny Gonzalez, to introduce the distinguished guest in attendance. Mr. Gonzalez introduced Sarah Wu, the Director of Hong Kong Economic Trade Office located in New York. Ms. Wu spoke about Hong Kong establishing business and cultural ties with Miami-Dade County. Vice-Chairman Sandler welcomed her on behalf of the Board, and asked Mr. Gonzalez to continue, deferring the Chairman's report until later.

Mr. Gonzalez proceeded to introduce Mr. Tony Villamil and Mr. Robert Cruz from the Washington Economics Group. Mr. Gonzalez explained that after hearing the presentation from the Washington Economics Group, up for discussion would be the ITC's mission statement with the intention of expanding its scope beyond just merchandise trade.

Vice-Chairman Sandler expressed the importance of a good impact study of international trade in our community. He recommended the study to be an annual measuring system of the importance of international trade in our community and in particular, of ITC's important contributions.

Mr. Villamil and Mr. Cruz presented their study, "The Economic Impact of International Merchandise Trade in Miami-Dade County" – available at ITC's website, www.miamidade.gov/itc. Discussion about the study ensued.

The Chairman of the International Trade Consortium, Commissioner Jose "Pepe" Diaz, apologized for the delay in his arrival and thanked Mr. Villamil and Mr. Cruz for their report. The Chairman requested that a copy be emailed to all the members of the Board.

Mr. Sandler informed the Board of the "Ninth Symposium of the Americas- Custom, Trade and Finance" to be held in Miami from October 20-22, 2004 at the Radisson Hotel. He urged the Board to help sponsor the event. Ms. Sigars-Malina asked how much was the low level sponsorship? Mr. Sandler answered that it was \$5,000.

The Chairman discussed how to raise funds from ITC for the \$5,000 sponsorship. Mr. Gonzalez mentioned that the funds from ITC could come from TMC and that we would work together with the organization to make it a successful symposium. The Chairman committed \$2,500 from his office and Camacol offered \$1,000 for this event. The Airport and Port have already signed on the conference. Ms. Sigars-Malina presented a motion for the "TMC" to support the symposium up to \$5,000. The motion was approved unanimously.

The Chairman made a motion to approve the minutes of the last meeting. Mr. Gonzalez explained that the minutes contained the recommendations from the retreat. It was seconded and approved without opposition.

Mr. Gonzalez proceeded to inform the Board that ITC is working on several projects: a new website was being developed that would be presented to the marketing committee and staff was researching establishing a toll free number.

Mr. Loy gave a presentation on the Sister Cities Program of Miami-Dade County and explained how it interacts with ITC. He explained that it is comprised of 20 cities from around the world and that the Coordinating Council conducts the program and raises funds. The Mayor represents the Program which promotes relationships between Miami-Dade County and the Sister Cities through tourism, commerce, cultural events, trade development missions, incoming missions, scholarship program and an international annual conference.

Mr. Gonzalez informed the Board about the upcoming trade development mission to Dominican Republic, collateral events, etc... He also informed the Board of a third-party incoming visit from Colombia coordinated by the Florida Foreign Trade Association. Mr. Nares explained that this was a mission that took place on June 6-8, 2004 with 19 incoming delegates and that FFTA used the ITC logo in their publication. Mr. Sandler made a motion to approve ITC certification of this mission, which was passed unanimously.

Mr. Gonzalez brought up that we should consider changing our committee structure. The new committees should be: Advocacy, Speaker Bureau combined with Marketing, Trade Missions, Strategic, Advancement and Intrade combined and abolish Economic Impact Study because that was a project under Strategic Planning which was already completed.

He spoke about the different logos and that the Marketing Committee will consider them.

Mr. Sandler requested that the new committee structure be sent to all the board members electronically.

Mr. Gonzalez informed that the County Manager had requested ITC to play a part in developing a protocol manual for the County. Manual will be presented to the committee. Cornelius, Clarence and Manny are participating in this endeavor as well as selected individuals from other departments. An outline will be distributed.

Ms. Gittens questioned whether the manual was just for international visitors. Mr. Gonzalez responded that it would be for any high profile visit to the County, but that any international visit would be coordinated by ITC.

Chief Rivers made a presentation on her trip to Nigeria and the Republic of Benin. She presented the highlights of the trip and Mr. Wynn followed up with some comments.

Mr. Gonzalez commented that we have a general outline of what we would like to accomplish in Africa. He mentioned that the Trade Mission Committee will be looking into our role. In addition to trade, he mentioned that we need to identify a city in Africa to establish a Sister City relationship with. The city of Cape Town was brought up as a possibility.

Mr. Gittens pointed out that the sister city that we chose in Africa must coincide with our marketing efforts. Mr. Gonzalez explained why Cape Town is interesting saying that it is very similar to Miami. Mr. Loy expressed that he thought they already had a sister city relationship in the U.S. Mr. Gonzalez explained that Cape Town has one sister city with a city in California but that one is allowed two and he asked for this to be considered by the Sister Cities committee.

The Conference of Africando was discussed by Tony Okonmah from the Foundation for Democracy in Africa. He explained the event and invited all the Board members to attend the breakfast where the U.S. Secretary of Agriculture would be the keynote speaker.

Mr. Vice Chairman thanked everyone for attending and concluded the meeting.

The meeting was adjourned at 6:30pm.

Respectfully submitted,



Manny J. Gonzalez
Executive Director

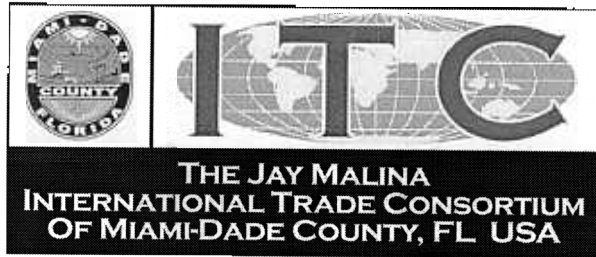
cc: Miami-Dade Board of County Commissioners
George M. Burgess, County Manager

MJG:am

III. CHAIRMAN'S REPORT

- A. Re-Appointment of Existing Board Members
- B. Haiti/ Dominican Republic Relief Mission

IV. STANDING COMMITTEE REPORTS



MEMORANDUM

TO: ITC Board of Directors
FROM: Sandrell Rivers, Chair *SRR*
ITC Marketing Committee
DATE: November 9, 2004
SUBJECT: Standing Committee Reports

Attached is a report of the meeting of the Marketing Committee, which took place on September, 27, 2004.



**Marketing Committee
Meeting Minutes
September 27, 2004**

Present: Chief Sandrell Rivers (Chair), Dwayne A. Wynn, Jill Klaskin Press, Bill Anderson (representing Bill Talbert) **Staff:** Clarence Bird, Jr., Mayda Rescendi, Annette Molina

- Name of Committee – After discussing alternatives such as Marketing & Outreach, Marketing Bureau, and Marketing, it was concluded that the new name of the committee would be “Marketing Committee.”
- Logo – Email members of the committee preview of logo
- Website – Being developed by the County’s ETSD, a draft copy of the website new look was distributed
 - Recommendations and/or Ideas:
 - Continue to place pictures of the Mayor and the Chair of ITC in the welcoming page
 - Place a calendar of events for the whole year and to be able to scroll back to review past events
 - One page listing the Miami-Dade Commissioners and their information
 - Change the layout of the website – no drawers or files
 - Open the website with ITC’s general presentation and have a “skip intro” button
- Revise current ITC Brochure
 - Use bullet style – there is too much text
 - Change the airport picture
 - Keep the tri-fold style
 - Email to members of the committee preview of brochure
- Talking Points – For members to be able to promote ITC locally and internationally
 - Have talking points with questions and answers
 - Conduct every quarter a training session for the speakers
 - Board members should make presentations
 - Visual Aids
 - Prepare fact sheets with information on the airport, seaport, and the visitors and convention bureau

Next Meeting – The week of November 8th in the afternoon or at lunch



MEMORANDUM

TO: ITC Board of Directors	DATE: November 9, 2004
FROM: David Pena, Chair <i>[Signature]</i> ITC Trade Missions Committee	SUBJECT: Standing Committee Reports

Attached are reports of the meeting of the Trade Missions Committee, which took place on October 4, 2004 and October 26, 2004.



**Committee on Trade Missions
Meeting Minutes
October 4, 2004**

Present: Mr. David Pena (Chair), Mr. William Alexander, Mr. Fred Berens, Mr. Gershwin T. Blyden, Mr. Alexander Reus, Chief Sandrell Rivers, **Staff:** Mr. Jimmy Nares

The meeting was called to order at 4:40 PM.

The committee principally met to review the following recently submitted applications for certification under the ITC's Third-Party Missions Program:

1. Florida Foreign Trade Association (FFTA) incoming mission from the Dominican Republic; October 31 - November 4, 2004.
2. Jamaica USA Chamber of Commerce, Inc. (JAUSACC) outgoing mission to Jamaica; October 7 - 10, 2004.

The Committee first reviewed and discussed the missions' programs and agendas in detail. Staff noted that both missions met the minimum requirements for funding under the ITC third-party missions program and that the FFTA incoming mission would target the hardware, security systems, cellular, textiles and apparel, and construction materials sectors while the JAUSACC outgoing mission was planning to target agricultural products and construction materials in addition to other service industries. Both missions would be supported by adequate co-sponsoring organizations and both would include business to business opportunities.

After reviewing the criteria for certifying missions and after some discussion, the Committee unanimously agreed to recommend to the full Board the certification of both FFTA and JAUSACC missions, each at a level of \$1,500. The Committee agreed to recommend funding the JAUSACC at a level of \$1,500 instead of \$2,000 because it is a newly created agency and is not yet well established. The Committee also expressed their support for conducting a trade mission to Jamaica at a time when that country could benefit from increased trade after being recently hit by a hurricane.

Staff next expressed a concern about the timeliness of the current certification process. Currently, the Committee reviews applications and then recommends certification to the full Board. However, because the full Board meets every two months and most applications are submitted less than two months before the mission dates, it was likely (just as in the case of the JAUSACC mission to Jamaica) that missions would commonly be approved at the committee level *but not by the full Board until after the missions take place*. The Committee unanimously agreed to discuss this procedure and possibly recommend a modification at the next full Board meeting.

The Committee continued to discuss other matters and agreed on the following:

- Asked staff to forward copies of complete applications for certification to Committee members before committee meetings take place in the future.
- Recommended more marketing/ advertising of the Third-Party Missions Program and recommended becoming more proactive and involved in 3rd-party missions. For example, the ITC should work with the Miami-Herald to discuss playing a role in future Conference of the Americas events.
- Agreed to change the third-party incoming and outgoing missions applications to require that applications be submitted to the ITC at least 40 days prior to the undertaking of the missions, unless less there is a special circumstance.

The meeting was adjourned at 5:45 PM.



**Committee on Trade Missions
Meeting Minutes
October 26, 2004**

Present: David Pena (Chair), Jacqueline DelCristo-Minges, Sandrell Rivers, Fred Berens
Staff: Manny J. Gonzalez, Cornelius Herelle

The meeting was called to order at 4:30 PM.

Staff first distributed a Trade Missions Calendar which outlined planned outgoing and incoming missions for the ITC to be involved in during the 2004-2005 fiscal year. After reviewing the Calendar, the Committee recommended amending the trade missions agenda to also include outgoing missions to Mexico, Senegal, Ghana, and possibly Angola. A motion was made to adopt the Trade Missions Calendar, as amended, which was unanimously approved (see attachment I).

The Committee also reviewed the following applications for certification submitted on October 15, 2004 under the ITC's Third-Party Missions Program:

1. Florida Foreign Trade Association (FFTA) outgoing mission to Costa Rica; November 2-7, 2004.
2. Florida Foreign Trade Association (FFTA) outgoing mission to Hong Kong; November 13-19, 2004.

After some discussion regarding the two missions, the Committee unanimously agreed to recommend to the full Board the certification of both FFTA outgoing missions: Mission to Costa Rica at a funding level of \$1,000 and Mission to Hong Kong at a funding level of \$1,500.

The budget for ITC third-party mission certification was then discussed. Staff noted that for the 2004-2005 fiscal year \$12,500 had been allocated for funding incoming missions and \$5,000 had been allocated for outgoing missions. It was noted, however, that funding could be reallocated from the incoming category to the outgoing category if needed.

The Committee then addressed the amount of lead time that the ITC should require third-party mission certification applicants to submit their applications prior to conducting their missions. The Committee re-affirmed their earlier feeling that the required lead time should be at least 40 days.

Finally, as was mentioned at their previous meeting, the Committee agreed to review and discuss the possibility of streamlining the current certification process with the full Board at their next meeting on November 9, 2004.

The meeting was adjourned at 5:25 PM.

ATTACHMENT I

ITC TRADE MISSIONS CALENDAR (04'-05')

Task Name	Proposed Date
Outbound Trade Mission	
Countries	
Costa Rica (FFTA)	Nov. 2-7, 2004
Hong Kong (FFTA)	Nov. 13-19, 2004
Canary Islands	Jan. 2005
St. Kitts & Nevis - <i>Sister Cities</i>	Feb. 6-9, 2005
Martinique	Feb. 8-12, 2005
Hong Kong	Mar. 2005
Turks & Caicos - <i>Sister Cities</i>	Mar. 2005
Turkey (With TIACA)	Apr. 9-12, 2005
Kenya (With Enterprise Florida)	Apr. 17-23, 2005
Brazil (Sao Paulo) - <i>Sister Cities</i>	May 8-14, 2005
Bahamas	Jun. 6-7, 2005
Sweden (Stockholm) - <i>Sister Cities</i>	Jul. 2005
Malaysia and India (Mumbai) or Japan	Sep. 3-10, 2005
* Airport Missions may be added	
** Mexico - Proposed by ITC Trade Missions Committee	
** Senegal - Proposed by ITC Trade Missions Committee	
** Ghana - Proposed by ITC Trade Missions Committee	
** Angola - Proposed by ITC Trade Missions Committee	
Inbound Trade Mission	
Countries	
America Linkage	Oct. 28-29, 2004
Dominican Republic	Oct. 31-Nov. 4/04
Guatemala	Jan. 2005
Columbia (Pereira) - <i>Sister Cities</i>	Jan. 2005
Costa Rica	Jan. 2005
St. Lucia	Feb. 7-9, 2005
Costa Rica (FFTA)	Jun. 2005
Burkina-Faso	Mar. 6-12, 2005
Trinidad & Tobago	Mar. 13-16, 2005
Taiwan (Taipei) - <i>Sister Cities</i>	

V. EXECUTIVE DIRECTOR'S REPORT

A. 2004-2005 Departmental Budget – Additional Funding

B. Missions

1. Report on September 2004 Airport Briefing in Spain and trip to Tenerife
2. Report on DICC/ Sister Cities Mission to Dominican Republic
3. Trader-Maker Program
4. Carlos Castillo EOC Future Relief Efforts Coordination

International Business Incubator Activities and Programs

1. The Incubator office facility
 2. Client Services
 3. Orientation Program
 4. Advising Program
 5. Delegations and Visitors Program
-

- Networking events
- Introductions to key business contacts
- Informational seminars on U.S. marketing, tax, legal and accounting issues
- Advice on all aspects of running a business and on personal relocation to the U.S.
- Two (2) annual partner brainstorming sessions
- Three (3) outbound recruiting missions/ seminars – “How to do business in the U.S. through Miami-Dade County”
- Introductions to delegations and visitors for networking.
- Introductions to key business contacts

TRADE SHOW

Four (4) annual tradeshow aligned to incoming missions

ITC

- Introductions to key business contacts
- Informational seminars on U.S. marketing, tax, legal and accounting issues
- Three (3) outbound recruiting missions/ seminars – “How to do business in the U.S. through Miami-Dade County”
- Annual partner brainstorming sessions

ACADEMIA

- Research
- Training
- Transform research into
 - products and services
 - Informational seminars

VI. OTHER BUSINESS

**VII. GOOD OF THE ORDER – ROUND TABLE
DISCUSSIONS**

VIII. ADJOURNMENT